

Marquis Fruit Weight™



“We make wines that make people go WOW, through attention to detail and commitment to excellence.” And what makes people go WOW is the Marquis Fruit Weight™.

Marquis Fruit Weight™ is the percentage of your palate (from the tip of your tongue going all the way back) that's covered by the velvety sensation of fruit, before you experience any of the structural components of the wine.

A wine must have at least 65% Fruit Weight™ in order to be considered for bottling as a Mollydooker.

Our very top wine, Velvet Glove, is the easiest to determine, as it's very rare to have a wine graded with 95-100% Marquis Fruit Weight™. Generally the wine is profound, was spotted early on, and has led a pampered life.

The Love Series wines, Carnival of Love and Enchanted Path, are made from Shiraz and Cabernet which have 85-90% Marquis Fruit Weight™.

The Family wines are made from Shiraz and Cabernet with 75-80% Marquis Fruit Weight™ and the Lefty Series wines are made from Shiraz, Cabernet, Merlot and Verdelho with 65-70% Marquis Fruit Weight™.

For the less lucky wine that does not measure at least 65% on the Fruit Weight scale, it is rejected from the Mollydooker programme all together, and is sold as bulk wine.

We carefully taste and monitor our grapes and our wines throughout the entire growing and winemaking process in order to assess the Marquis Fruit Weight™.

To watch the video please visit:

www.mollydookerwines.com/web/about_us_fruit_weight.cfm